

	<h2 style="text-align: center;">Develop New Communications Organizational Structure (A02)</h2>			Project Charter DRAFT 1/4
SECTION 1: Project Summary				
Concept Definition	Establish a new Communications organization structure to maximize efficiency and effectiveness for the benefit of internal and external customers.			
Program	Admin	Project Lead(s)	Raquelle Lewis	
Exec. Sponsor	Phil Wilson	Sponsor	Bob Kaufman	
SECTION 2: Vision Alignment				
Problem	Government Public Affairs has been separated into 2 organizations - Communications and Government Affairs. Communications now includes: Executive Communications, Media Relations, Public Information Offices (PIOs), Interactive Services (Websites), Electronic Publishing, Travel, Conference Planning and Ad Council.			
Goal	Establish a "to be" Communications organization structure to maximize efficiency and effectiveness for the benefit of internal and external customers.	Measurable Benefit Target	NA	
Scope	Includes: - Assess current communication functions, responsibilities and key measures of success. - Develop options and recommend "to be" organization structure plus responsibilities and key measures. - Identify and inventory employee tasks across the functions. - Develop an implementation plan for the improvements. - Implement a to-be organizational state (structure and responsibilities) for communication management.		Excludes: - Detail processes or policies (will be next)	
Associated Goals / Visions / Recommendations	Source / ID#	Text		
	651	Move travel, Electronic Publishing and PIOs into the new Communications office.		
	172	Adopt a more disciplined, proactive approach to planning, developing, and managing communications, beginning with developing a comprehensive communications plan.		
	175	Establish clear ownership, processes and procedures for communications with each stakeholder group to ensure TxDOT is sending the right stakeholder group the right message.		
	180	Develop clear and consistent data validation processes to ensure constituents and stakeholders receive accurate and reliable information from appropriate sources.		
	7	Adopt appropriate management disciplines across the organization and support these with enabling methodologies, tools and training.		
SECTION 3: Execution Detail				
Related Efforts / Risks	Separate GPA into Communications and Government Affairs (Completed) External website redesign IT project (underway)			
Tailoring	Tailoring Tier	Org Impact	Project Size	Complexity
Forecasted Milestone Schedule	Phase Completion	Tollgate	Date	Approach Overview: All functions representation on the team. Combination of face-to-face, video conference and telephone conference meetings with homework, research and analysis.
	Concept Definition		2/10/2012	
	Concept Validation		2/29/2012	
	Design			
	Build			
	Implement			
Team Members	Name	Role	Name	Role
	Raquell Lewis	Project Lead	Tony Harzel	SME
	Sherrill Oldham	Kaepfel Coach	Sarah Bagwell	SME
	Brent Dollar	SME	Kelli Petras	SME
	Karen Amacker	SME	Margo Richards	SME
	Phyllis Chandler-Gordon	SME	Michael Sledge	SME
	Jodie Hodges - North	SME	Donna Habersaat	SME
	Marc Shepard - East	SME	Jim Cotton	SME
	Paul Braun - West	SME		
SECTION 4: Change Management Assessment				
Audience	Impact	Stakeholder	Concern(s)	